TO: ALA Executive Board

RE: Office for Diversity & Spectrum Scholarship Program update

ACTION REQUESTED/INFORMATION/REPORT:

Information only

ACTION REQUESTED BY:

CONTACT PERSON:

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DRAFT OF MOTION:

DATE: June 1, 2012

BACKGROUND:

Summary of Office for Diversity and Spectrum Scholarship Program activities since the January 2012 Executive Board Report

Attachments:

Report
Office for Diversity and Spectrum Scholarship Program Update

Events at the 2012 ALA Annual Conference

The Spectrum Scholarship Program will be hosting the Spectrum Leadership Institute, June 21-25. Over 50 Spectrum Scholars will participate in the Spectrum Leadership Institute, which includes learning sessions, social and networking activities, and participation in the 2012 ALA Annual Conference. Unique to this year’s institute is the inclusion of four sessions focused on technology and its impact on ethnically diverse communities. These sessions are funded by the “Technology Transforms Communities” grant from the Bill and Melinda Gates Foundation.

The ALA Committee on Diversity and its subcommittees will host several programs at the 2012 ALA Annual Conference, including a “Town Hall Meeting on Diversity (Friday June 22, 8:00-12:00noon, Hilton Anaheim California B); the literary program “Many Voices, One Nation” (Friday June 22, 7:30-9:30pm, Anaheim Convention Center 304 AB); “Cultural Competencies in Practice: Improving Staff and User Experiences (Sunday June 24, 10:30-12:00noon, Hilton Anaheim, Capistrano Room); the Diversity Council’s “Diversity Begins at Home: Valuing Every Kind of Difference” (Saturday June 23, 8:00-10:00am, Anaheim Convention Center 208 B); the Diversity Research Grants Advisory Committee’s “Charting Courses” (Saturday June 23, 1:30-3:30pm, Anaheim Convention Center 203 B); and the Spectrum Doctoral Fellowship Program’s “Leaders Wanted/LIS Doctoral Program Options Fair” (Saturday June 23, 10:30-12:00noon, Anaheim Marriott, Marquis South Room).

Online Learning

Following the success of the Diversity Leadership Online webinar series in December 2011, the Office for Diversity launched a second series of webinars in April 2012. This ongoing webinar series provides the foundation for a culture of responsible diversity leadership within the profession and is based on the Diversity Leadership Institutes previously hosted as pre-conferences to the ALA Annual Conference. With new opportunities for individuals to participate in learning no matter where they are, the ALA Office for Diversity is excited to provide the valuable content of the Diversity Leadership Institute in an online format.

The Spring 2012 series included “Recruiting for Diversity,” presented by Patty Wong (County Librarian/Archivist, Yolo County Library), “The Diversity Conversation,” presented by Miguel Figueroa (Director, Office for Diversity), and “Valuing Diversity” presented by Miguel Figueroa (Director, Office for Diversity).

Sessions are affordably priced (ALA member: $20; Nonmember: $25; Group: $120) and utilize the Adobe Connect platform. On average, sessions received 1 group registrations and 7 individual registrations. Registration was down for this second series of webinars.

The Office for Diversity will develop additional series of webinars to be introduced in the Fall 2012 and seeks to build attendance through increased promotion.

Empowering Diverse Voices—2011-2012 ALA President Molly Raphael’s Presidential Initiative
The Office for Diversity continues to support “Empowering Diverse Voices,” a diversity leadership initiative of 2011-2012 ALA President Molly Raphael. “Empowering” is composed of five elements, each chaired by a member leader.

At the 2012 ALA Annual Conference, this initiative will present an “Association Options Fair.” Coordinated by Trevor Dawes and Holly Cole Okuhara, the Association Options Fair seeks to expand the Spectrum Professional Options Fair to the entire ALA membership and conference attendees. The Fair will provide an opportunity for members to meet with member leaders and learn about new leadership opportunities throughout the association.

Two “Empowering Diverse Voices” webinars were presented in Spring 2012. Coordinated by Janice Welburn and Dale McNeill, the webinars included “Library Leadership 2.0,” presented by Karen Downing, education liaison and foundations and grants librarian at the University of Michigan Library, and Alexandra Rivera, student enrichment and community outreach librarian at the University of Michigan Library, and “Perspectives on Leadership” featuring five library leaders—Camila Alire, dean emerita at the University of New Mexico and Colorado State University and past president of the American Library Association; Maribel Castro, high school librarian at Coronado High School and past president of the Texas Library Association; Trevor Dawes, circulation services director at Princeton University Library and 2012-2013 president elect of the Association of College and Research Libraries; Marcellus Turner, city librarian, the Seattle Public Library; and Patty Wong, county librarian/archivist, Yolo County Library—in a conversation moderated by Janice Welburn, dean of the Marquette University Raynor Memorial Libraries. Interest in these free webinars was very high, with over 60 individuals participating in each webinar.

One element of the initiative included the recording of several videos with leaders in the profession to develop a leadership video series. The results of this effort, coordinated by Loida Garcia-Febo, are now available on an ALA YouTube channel playlist and feature interviews with over thirty diverse library leaders.

**New Learning Resources**

The Office for Diversity continues to invest in the development of new learning resources which provide members and the library community with information on diversity and its importance in the profession.

The Office for Diversity has introduced four new learning resources. “Recruitment for Diversity” offers guidance for focusing on diversity in the recruitment process, including drafting the job description, promoting the opportunity, and executing the search; a newly revised “Strategic Planning for Diversity” was developed with Jody Gray, Diversity Outreach Librarian/American Indian Studies Librarian, University of Minnesota Libraries, and provides guidance for developing a diversity plan, assessing needs, and setting priorities and goals; “Civility and Diversity” explores how a more civil environment can produce a more diverse environment and offers simple strategies for making a more polite, courteous and welcoming work environment; and “Bias in the Workplace” explores how bias affects workplace relationships and offers suggestions for examining and overcoming personal biases.

**Presentations/Exhibiting**
The Office for Diversity exhibited at the University of Wisconsin Milwaukee’s Diversity Career Day and then presented at the University of Wisconsin Milwaukee School of Information Studies Faculty on March 1, 2012.


The Office for Diversity presented at the University of Wisconsin Madison School of Library & Information Studies on April 23, 2012.

Spectrum Scholarship Program

The Spectrum Scholarship Program continues to be a primary focus for the Office for Diversity.

The Spectrum Scholarship Program received over 120 completed applications for 2012 Spectrum Scholarships. The Office for Diversity awarded 50 2012-2013 Spectrum Scholarships. The Spectrum program continues to fund scholarships through the initial endowment and the generous contributions of individuals and organizations whose donations support named scholarships in the Spectrum Family of Funds. For 2012, scholarships have been awarded in honor of the following individuals: Leo Albert, Ron Clowney, Louise Giles, William R. Gordon, Howard M. and Gladys B. Teeple and Dr. Betty J. Turock. Additionally the following organizations sponsored named Spectrum Scholarships: Medical Library Association/National Library of Medicine (MLA/NLM) supports two scholarships, American Association of School Librarians (AASL), Association of College and Research Libraries (ACRL), Association for Library Service to Children (ALSC), Public Library Association (PLA), OCLC, Texas Library Association (TLA) and the Young Adult Library Services Association (YALSA). Ten additional scholarships were provided through the ALA/ProQuest Scholarship Bash and fifteen scholarships were providing through a grant from the Bill and Melinda Gates Foundation.

The Office for Diversity continues to support the Spectrum Presidential Initiative, which will be reported on by the ALA Development Office.

Gates Grant – Technology Transforms Communities

Fifteen of the 2012-2013 and twenty of the 2011-2012 Spectrum Scholarships were funded through a grant from the Bill & Melinda Gates Foundation.

The Technology Transforms Communities project supports the development of a library technology curriculum for the 2011 and 2012 cohorts of Spectrum Scholars and all interested Spectrum alumni. The Office for Diversity conducted a survey in the summer of 2011 to assess Spectrum Scholars’ familiarity with various technologies and libraries’ implementation of technologies. Scholars were also asked to indicate their own expertise in these areas and their interest in serving as presenters thereby assisting the Office in furthering identifying specific webinar topics. Stephen X. Flynn—2009 Spectrum Scholar, Gates Millennium Scholar and Emerging Technologies Librarian at the College of Wooster—agreed to serve as the Curriculum Coordinator for the Technology Transforms Communities initiative. Together with the Office for Diversity, Stephen Flynn has curated four online learning sessions for Spectrum Scholars. Session are recorded and available at the Technology Transforms Communities.
In addition to the online webinars, the Technology Transforms Communities project also supports the introduction of four in-person learning sessions at the Spectrum Leadership Institute. Technology Transforms Communities session presenters include Richard Chabran, Adjunct Professor, School of Information Resources and Library Science, University of Arizona, Policy Advisor, California Broadband Policy Network, Member of the American Library Association Digital Content and Libraries Working Group; Matthew Rantanen, Director of Technology, Southern California Tribal Chairmen's Association, Tribal Digital Village, Chairman of the Board of Directors at Native Public Media; Native Nations Broadband Taskforce Member at the Federal Communications Commission; and Vice President of Technology at the Southern California Tribal Technologies, LLC; Davis Park, Director, Front Porch Center for Technology Innovation and Wellbeing; Allen S. Hammond IV, Associate Dean for Faculty Development, Phil and Bobbie Sanfilippo Chair and Professor of Law, and Director of the Broadband Institute of California, Santa Clara Law; and Kathryn Zickuhr, Research Specialist, Pew Internet Project.

**IMLS Grant—Discovering Librarianship / Knowledge Alliance**

In cooperation with 35 Field Recruiters, the Office for Diversity has launched Knowledge Alliance – the branded recruitment effort developed for the Discovering Librarianship Project. Knowledge Alliance is a recruitment initiative reflective of librarians’ commitment to being helpful, informative, and collaborative. The tagline for Knowledge Alliance is “Meet Your Ally” and reflects the willingness of recruiters to serve as personal guides for college and high school students interested in careers in library and information science.

The centerpiece for Knowledge Alliance is the recruitment portal, which utilizes a social networking model to connect individuals interested in careers in libraries with allies who can support their career pursuits. Interested individuals can “Join the Alliance” by creating an account at Knowledge Alliance and search for allies based on geographic location or interests (academic, public or school libraries; children’s and teen services; cataloging, reference, readers advisory, preservation; or even fashion, health sciences, or comic books). Finding an individual or individuals who match their interests, they can begin to ask questions or learn more about the path to a career in libraries. Knowledge Alliance also allows for pushing of information to users based on their preferences—pushing scholarship information, application deadlines, etc., to those individuals who have indicated interest in these topics in their user preferences. A question form, events calendar, and news feed also provides information independent of registration requirements. The portal is built for scalability so that new recruiters may be added to the system as the program grows.

Additional Knowledge Alliance materials include booth display materials—a table skirt and pop-up display—and promotional booklets featuring recruiters’ pictures and stories.

**IMLS Grant—Spectrum Doctoral Fellowships: Building Change**

The Office for Diversity began promotion and recruitment of the Spectrum Doctoral Fellowship Program at the 2012 ALA Midwinter Meeting with the program “Is a PhD in LIS for You,” providing attendees with several recent PhDs’ experiences deciding to pursue and pursuing a doctorate.

In March 2012, the Office for Diversity announced a free series of webinars exploring opportunities for doctoral studies in library and information science. The four webinars include “Is a PhD in LIS Right for
You?” “Selecting an LIS PhD Program,” “Building Your Personal and Professional Support Network,” and “Funding Opportunities and Applying to Doctoral Programs.” Each webinar features current PhD candidates discussing the opportunities and realities of doctoral studies. Over 90 individuals have expressed interest in the Spectrum Doctoral Fellowship Program.

The Office for Diversity will finalize and open the Spectrum Doctoral Fellowship Program application in Summer 2012. The application period will coordinate with the schedules of the 21 participating LIS programs’ application schedules. Selected Fellows will be announced in Spring 2013 to begin studies in Fall 2013.